



WXYZ

ORDER

Print Date 08/17/12

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Flight Dates **10/29/12-11/06/12**

Contract / Revision **304595 /** **Stabenow for Senate 2012**

Original Date / Revision Agency Com 15%

07/12/12 08/02/12 Billing Contact

Advertiser **Stabenow / Democrat / Sena**
Agency **Media Strategies & Research**
Buying Contact
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Product
Agency Ref
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Sales Office WXYZN
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **11276**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 30% Market Value 576166

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	70%	403316
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	98	\$146,922.50	\$172,850.00	0.00	10/29/12	11/06/12	98	\$146,922.50	\$172,850.00
Totals	98	\$146,922.50	\$172,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WXYZ	10/29/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$400.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$400.00		0.00			
E 2	WXYZ	10/29/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	5	\$900.00	P-3	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$900.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$900.00		0.00			
E 3	WXYZ	10/29/12	11/06/12	GMA M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	7	\$900.00	P-3	0.00	NM	11	\$9,900.00



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Contract / Revision **304595** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/12/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **11276**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					7	\$900.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					4	\$900.00		0.00			
E 5	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$275.00	P-4	0.00	NM	1	\$275.00
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$275.00		0.00			
E 7	WXYZ	11/04/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$250.00		0.00			
E 8	WXYZ	10/29/12	11/04/12	M-F 9a-10a	CM	9-10am M-F	--W----	:30	1	\$325.00	P-4	0.00	NM	1	\$325.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$325.00		0.00			
E 9	WXYZ	11/05/12	11/05/12	M-F 10a-11a	CM	10-11am M-F	M-----	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$300.00		0.00			
E 10	WXYZ	10/29/12	11/06/12	M-F 11a-12n	CM	11am-12pm M-F	-T-T---	:30	2	\$500.00	P-4	0.00	NM	3	\$1,500.00
				M-F 11a-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---					2	\$500.00		0.00			
		Week: 11/05/12	11/11/12	-T-----					1	\$500.00		0.00			
E 11	WXYZ	10/29/12	11/06/12	M-F 3p-4p	CM	3-4pm M-F	MTWTF--	:30	5	\$600.00	P-4	0.00	NM	6	\$3,600.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
E 12	WXYZ	10/29/12	11/06/12	M-F 4-5pm	CM	4-5pm M-F	MTWTF--	:30	5	\$600.00	P-4	0.00	NM	6	\$3,600.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
E 13	WXYZ	10/29/12	11/06/12	5p News	CM	5-6pm M-F	MTWTF--	:30	4	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
E 14	WXYZ	10/29/12	11/06/12	6p News	CM	6-630pm M-F	MTWTF--	:30	5	\$1,300.00	P-3	0.00	NM	6	\$7,800.00
				6-630pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,300.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,300.00		0.00			
E 15	WXYZ	10/29/12	11/06/12	7p News	CM	7-730pm M-F	MTWTF--	:30	5	\$1,200.00	P-3	0.00	NM	6	\$7,200.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
E 16	WXYZ	10/29/12	11/05/12		CM	730-8pm M-F	MTWTF--	:30	5	\$2,000.00	P-3	0.00	NM	6	\$12,000.00



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Contract / Revision **304595** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/12/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **11276**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Access M-F 730-8pm										
				M-F 730-8pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	MTWTF--	5		\$2,000.00		0.00						
Week: 11/05/12		11/11/12	M-----	1		\$2,000.00		0.00						
E 17	WXYZ	10/29/12	11/05/12	MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00 NM	2	\$20,000.00
				MO 8-10pm Dancing										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	M-----	1		\$10,000.00		0.00						
Week: 11/05/12		11/11/12	M-----	1		\$10,000.00		0.00						
E 18	WXYZ	10/29/12	11/04/12	Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00
				Tuesday Prime A										
				Dancing Results										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	-T-----	1		\$10,000.00		0.00						
E 19	WXYZ	10/29/12	11/04/12	Wednesday Prime B	CM	9-10pm Wednesday	--W----	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00
				Wednesday Prime B										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	--W----	1		\$10,000.00		0.00						
E 20	WXYZ	10/31/12	10/31/12	Wednesday Prime A	CM	8-9pm Wednesday	--W----	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
				Wednesday Prime A										
				Middle / Sub										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	--W----	1		\$4,000.00		0.00						
E 21	WXYZ	10/29/12	11/04/12	Thursday Prime C	CM	10-11pm Thursday	---T---	:30	1	\$3,500.00	P-4	0.00 NM	1	\$3,500.00
				Thursday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	---T---	1		\$3,500.00		0.00						
E 22	WXYZ	10/29/12	11/04/12	Friday Prime B	CM	9-10pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
				Friday Prime B										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	----F--	1		\$4,000.00		0.00						
E 23	WXYZ	10/29/12	11/04/12	Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
				Sunday Prime B										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	-----S	1		\$5,000.00		0.00						
E 24	WXYZ	10/29/12	11/04/12	Sunday Prime C	CM	9-10pm Sunday	-----S	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
				Sunday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	-----S	1		\$5,000.00		0.00						
E 25	WXYZ	10/29/12	11/05/12	Late News M-F	CM	Late News M-F	MTWTF--	:30	5	\$2,500.00	P-3	0.00 NM	6	\$15,000.00
				11pm Actn News M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	MTWTF--	5		\$2,500.00		0.00						
Week: 11/05/12		11/11/12	M-----	1		\$2,500.00		0.00						
E 26	WXYZ	10/29/12	11/04/12	11pm News Sat	CM	11-1130pm Sat Lat	-----S-	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
				11-1130pm Sa										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		11/04/12	-----S-	1		\$2,500.00		0.00						
E 27	WXYZ	10/29/12	11/04/12	11pm News Sun	CM	11-1130pm Late N	-----S	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
				11-1130pm Sun										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WXYZ

Print Date: 08/17/12

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Contract / Revision **304595** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/12/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **11276**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 27	WXYZ	10/29/12	11/04/12	11pm News Sun 11-1130pm Sun	CM	11-1130pm Late N	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$2,500.00		0.00			
E 28	WXYZ	10/29/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am MM	-T---	:30	2	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-T---					2	\$750.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$750.00		0.00			
E 30	WXYZ	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$5,000.00		0.00			
E 32	WXYZ	10/29/12	11/04/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$4,000.00		0.00			
E 34	WXYZ	10/29/12	11/04/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-	-T--F--	:30	2	\$200.00	P-4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T--F--					2	\$200.00		0.00			
E 36	WXYZ	10/29/12	11/04/12	12p Noon News 12n-1p	CM	12-1pm M-F	M-----	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$350.00		0.00			
E 37	WXYZ	10/29/12	11/04/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat (7:00 PM-8:00 PM)	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,000.00		0.00			
E 38	WXYZ	10/29/12	11/04/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$5,000.00		0.00			
E 39	WXYZ	10/29/12	11/04/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$9,000.00		0.00			
N 41	WXYZ	11/02/12	11/02/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$500.00		0.00			
N 42	WXYZ	10/29/12	11/04/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,800.00		0.00			
N 44	WXYZ	11/03/12	11/03/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/12	11/03/12	-----S-					1	\$200.00		0.00			

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N44	WXYZ	11/03/12	11/03/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00	
Grey's																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-----S-	1		\$200.00	0.00								
														Totals	98	\$172,850.00